IVORY
IT FLOATS.
IVORY SOAP 99 44/100% PURE

[Procter & Gamble Company]

# QUESTIONS OFTEN ASKED.

## Is Ivory a Toilet or a Laundry Soap?

Both; and a bath soap as well.

It is so pure, it contains such good materials and is so perfectly made that there is no better soap for the toilet and bath. It is sold at such a reasonable price that it can be used economically in the laundry, particularly for linens, embroideries, laces and other articles of delicacy and value.

## Will not some other Soap do as well?

No; no other soap is "just as good" as Ivory. No other is so pure. No other can be used in so many different ways. The manufacturers of Ivory Soap have been trying since 1837 to produce a perfect soap. Ivory Soap is as nearly perfect as any soap can be. Although a cake of Ivory sells for about the same price as a cake of ordinary laundry soap, it is purer, therefore, better, than toilet soaps which cost ten times as much.

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## Why will Ivory Soap do work for which other soaps are unsatisfactory or unsafe?

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There is no "free" (uncombined) alkali in Ivory Soap. That is why it will not injure the finest fabric or the most delicate skin. Furthermore, the materials used in its manufacture are the very best.

The sweet, clean vegetable oils of which it is largely composed give it its white ivory color and its smooth, creamy lather.

Surgeons use Ivory Soap where the risk to human life requires that the soap shall be the best.

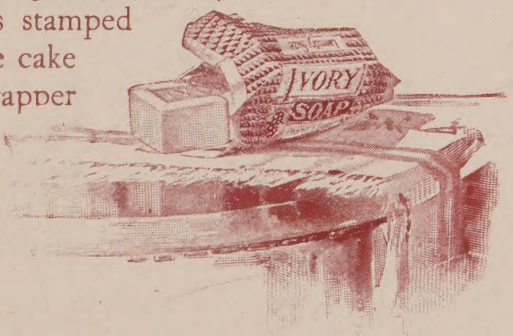
Trained nurses, almost without exception, will use no other soap.

Housekeepers by the thousands will testify that it is the best.

## Is there more than one kind of Ivory Soap?

No; but there are a hundred imitations. A dishonest grocer will give you one of these and say: "This is Ivory;" or, "This is just as good as Ivory."

Do not accept it unless it is stamped "Ivory." The shape of the cake and the appearance of the wrapper may be similar, but the name "Ivory" can not be used on any but the genuine Ivory Soap.



"A pretty basket to hold the requisites of the baby's toilet is indispensable. There must be a cake of Ivory Soap in a celluloid or silver soap box. It is very important not to use a cheap scented soap for the skin of a baby."

This is the advice of a well-known writer who has had years of experience as a trained nurse.

# THE BATH.

Age and the state of one's health are important considerations in determining the kind of bath one should take.

A robust man or woman will find enjoyment in and be benefited by a cold bath before breakfast; it will harden the flesh and give tone to the system, but such a bath for a weaker person is likely to be injurious.

As a rule, the morning bath should be a cold one, while a hot bath should be taken only at night, immediately before retiring.

If the bath is taken at a time when the body is cool, it should be FOLLOWED by a thorough rubbing with a coarse towel or brush.

If taken when the body is hot and perspiring, as after vigorous exercise, it is better to rub well BEFORE the bath, taking pains to see that the temperature of the water is not lower than the

temperature of the body. One should always bathe as soon as possible after perspiring freely because impurities that should be removed are brought to the surface by the perspiration.

IT FLOATS — but that is not the only reason why you should use Ivory Soap for the bath. Other reasons are: It lathers freely, rinses quickly and leaves the skin as smooth as satin.

Cover the body with Ivory Soap lather and rub it in. Get it into the pores of the skin. It will assist them in their functions of discharging the impurities of the body. A dash of cold water, just before leaving the bath, will be found beneficial.

The qualities which make Ivory the best of bath and toilet soaps, also make it of exceptional value for shampooing. Unlike many soaps made especially for shampooing, it will not darken the hair.

While the subject of cleansing the hair is under consideration, it may not be amiss to refer to the necessity of keeping one's hair brushes scrupulously clean. This can be done with hot or lukewarm water and Ivory Soap, allowing the brushes to dry in the sun. Manufacturers of hair brushes, almost without exception, use and recommend Ivory Soap for this purpose.

To those who have to provide for the needs of a considerable number of persons Ivory Soap at once commends itself. It is so pure that it will meet the demands of the critical and yet so cheap that it will come within the means at command.

## Progressive, Careful Housekeepers.

The progressive, careful housekeepers, those who want every article of wear, decoration or use, to be "as neat as a pin," are often sorely troubled because of the shortcomings of the average laundress.

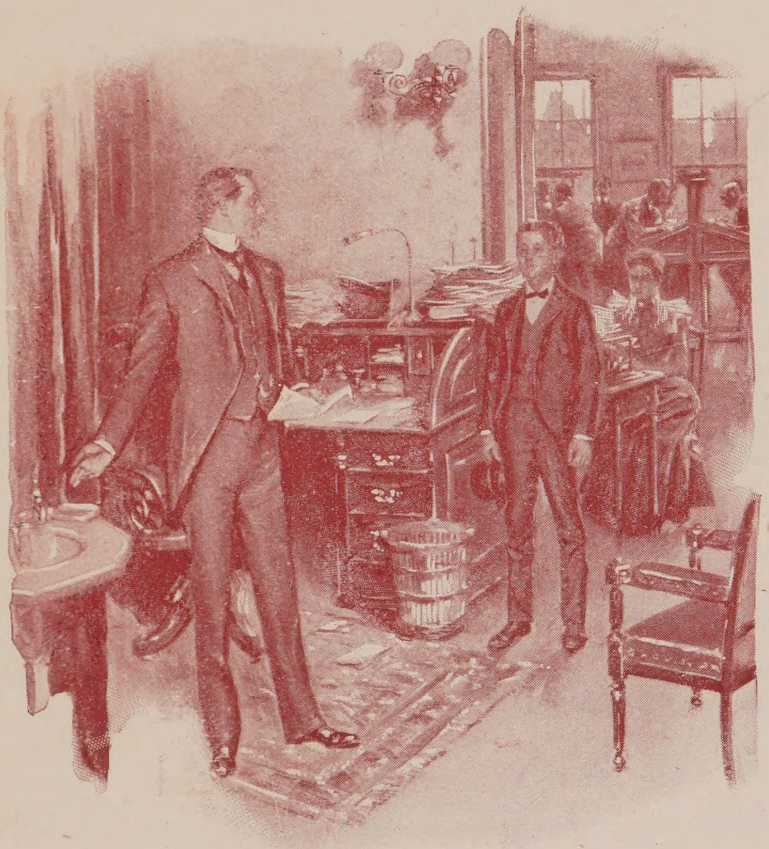
The unskilled washerwoman will wash all things that come to her hands in about the same manner, but the one who understands her art will sort the doilies and center pieces, the table linen, the handkerchiefs and shirts, the shirt waists, and the ginghams and prints for more careful treatment.

Many ladies will wash their most delicate articles themselves in preference to trusting them to the laundress, but a little instruction given from week to week will often change a poor washerwoman into a good laundress.

For the more delicate articles of color or wear, only the best soap should be used. Ivory Soap will not harm anything that water will not injure.

Yellow soaps, unless of the best quality and very carefully rinsed, will cause white goods to have a dull yellow or dirty brown tinge.

Too strong soaps will cause delicate dyes to fade or run.



If your hands are rough, hard or chapped from the repeated washings necessary to keep them free from the office dirt, examine carefully the soap you use. If it is a cheap toilet soap, you will find that it is greasy, acrid and irritating.

Ivory Soap makes a profuse lather that removes the dirt and rinses easily, leaving the skin soft and clean.

## To Wash Table Linen and Towels.

Do any darning or mending that is necessary before washing.

If stained with tea, coffee or wine, pour boiling water through the linen where stained. This should be done before applying soap. If the stain will not yield to this treatment apply Ivory Paste as mentioned elsewhere in this booklet.

Soak over night in clear water ; then boil the linens and rub well in hot water. Rub Ivory Soap on and rub the linen between the hands until clean, changing the water as it becomes dirty.

Lift out of the boiler with a stick and drop into a tub of cold water. Rinse well and wring tightly.

Dip into a tub of cold water to which bluing has been added until the water is sky blue; wring again and hang out to dry. Starch lightly and iron.

## To Wash Lace Curtains.

Shake the curtains free from dust and mend breaks with No. 40 thread. Fold and soak in a tub of cold water for about two hours. Remove and place in a strong suds of warm soft water and Ivory Soap. Squeeze and work them about until they are clean. Rinse in two waters and starch thinly, using bluing if clear white is desired. Saffron tea (saffron can be bought at any drug store) added to the starch gives a cream tint, and coffee gives an ecru shade. If you have no stretcher, curtains should be stretched on a clean sheet on the floor until dry. After drying, the scallops may be pressed with a hot iron before removing the curtains from the floor.

Many housekeepers like to use Ivory Soap with cooked starch in the proportion of 1½ oz. of Ivory to 1 lb. of starch. Shave the

soap, combine it with the starch, add water and cook. The experience of women who have tried this is, that the articles ironed take on a better finish and the iron does not stick to the clothes.

## To Renovate Carpets and Rugs.

Sweep thoroughly; or, better still, beat and shake until all dust is removed. Then, if the carpet has been taken up, have it laid again. Make a stiff lather of Ivory Soap and warm water (one-half cake of Ivory Soap will make a bucketful of lather) and scrub the carpet width by width, with this lather. Wipe with a clean damp sponge. Do not use much water.

## To Polish Furniture.

It would surprise you to know how many manufacturers of furniture, pianos, etc., use Ivory Soap to give a finishing touch of beauty to the things they make. They know, by long experience, that in no other way is it possible to obtain equally satisfactory results. This is the recipe:

Dissolve one-fourth of a cake of Ivory Soap in boiling water; add to a pail of warm water, in which put two tablespoons of kerosene (coal oil). Stir thoroughly, wash woodwork with soft cloth, wiping dry with another clean soft cloth.

The special advantage of this method of polishing furniture is, that the varnished surface is not in any way injured, while the beauty of the wood is actually enhanced. Furniture which receives attention as here suggested at intervals of, say, a month, will look new for an indefinite period.

Another recipe, intended particularly for cleansing pianos is this: Wash thoroughly with Ivory suds and lukewarm water. *Use very little water*, being careful to see that none of it gets inside the piano. Rinse with cold water. Then take a chamois cloth, dip it in cold water and wring it as dry as you can, wipe wood with this. Polish with soft linen rag or cheesecloth.

## To Wash Woolens.

Flannel outing garments and underwear will not shrink if washed according to these directions:

Cut some Ivory Soap into shavings and dissolve; add this to the water and wash quickly by repeatedly immersing in the suds and drawing through the hands. The water for both washing and rinsing should be warm, neither hot nor cold.

Wring, stretch into shape and hang to dry in a place where there is no exposure to wind, hot sun, or too hot or too cold air. Iron before they are entirely dry.

Shrinking is caused by the interlacing of the wool fibre, which has small, sawlike teeth that catch on each other. In washing, therefore, it is desirable to keep the material well stretched out to prevent the fibre from becoming matted. A washboard should not be used, nor should the soap be rubbed on. Good soap and an even temperature are essential.

## Embroidered Articles.

Manufacturers of embroidery silks frequently receive complaints of loss of color by washing. The damage is usually due to washing powders or too strong soap. In order to protect themselves, most of them now attach washing directions to each skein of silk. The method they recommend is as follows:

Wash in warm water (that is, water not too hot to affect the hand), using a very little Ivory Soap, and avoid rubbing as much as possible.

Rinse in clear cold water and press the article carefully in a clean, dry cloth to dry it. Never wring it. Dry at once. When nearly dry place between a dry smooth cloth with weight enough to press it smooth.

Art needlework and valuable embroideries are frequently ruined, or their beauty much impaired by washing them with ordinary soap, which is too strong for such delicate articles.

The two most important things to be observed are the purity of the soap and the temperature of the water.

## Laces.

Valuable laces, which have become discolored through age or wear, should be cleansed with Ivory Soap. Professional cleaners almost invariably use it. This is the recipe:

Soak in Ivory suds, work up and down with the hands (when they are very delicate it is better to shake them in a fruit jar about two-thirds full of suds), then rinse in clear water. A pinch of gum arabic dissolved in hot water and a little bluing should be used to dip the pieces into before drying. Stretch perfectly smooth on a marble bureau top or a pane of glass and allow to dry. With laces care should be taken to see that the wrong side is against the marble or glass surface.

## Organdies, Lawns, Dimities, Etc.

Dresses made of such dainty and delicate materials as organdies, lawns and dimities should not be entrusted to the anything-but-tender mercies of ordinary soaps. Use Ivory Soap *and none other*.

*Directions:*—Make a suds of Ivory Soap and tepid water. Wash the articles in this and rinse in several cold waters. Starch. Have the starch cold and strained. Wring the garment from the starch and

hang at once in the shade. When ready to iron sprinkle thoroughly and roll in a cloth for a few minutes, then iron on the wrong side.

*To Cleanse Wash Silks:* — Remove all grease or other spots with chloroform, then make a solution of a teaspoonful of ammonia and a little Ivory Soap in a pail of water, and in this dip the silk again and again until it is clean. Do not wring out, but press between the hands. Rinse in water from which the chill is gone, and hang in a shady place until partly dry. Lay between two cloths, and press with a hot iron until dry.

## To Clean Brasswork.

Ornamental brasswork, such as railings, gas or electric-light fixtures, sconces, mirror frames, etc., are usually lacquered, that is, they have a coated surface similar to varnish. This surface is frequently ruined by inexperienced persons who rub off the lacquer with polishing compounds containing chalk or other gritty substance.

To clean without injury, wash thoroughly with Ivory Soap in lukewarm water; dry with an old linen rag, and rub bright with a chamois skin. If the article to be cleaned is very dirty, use Ivory Paste. See page 16.

## To Free Plants from Insect Pests.

Dissolve about a sixth of a small size (6 oz.) cake of Ivory Soap in one gallon of water; spray thoroughly, or, better still, dip the plants into the solution; let the plants stand for half an hour, then shower them with clear water. The proportions given are for plants having a firm foliage—roses, carnations and the like. For soft-leaved plants add one-half more water. The Ivory Soap solution is safer in every way, and more certainly effective than paris green or hellebore.

In many schools laundry work is now taught in a thorough and scientific manner. In the laundry classroom Ivory Soap is always used to wash the articles that require special care. Ivory Soap is universally recognized, by those who have carefully investigated the subject, as the safest and purest soap.

# "IVORY" PASTE.

"Ivory" Paste can be used for cleansing many articles that will not stand the free application of water.

## How to Make It.

To one pint of boiling water add one and one-half ounces of Ivory Soap cut into shavings; boil five or ten minutes after the soap is thoroughly dissolved. Remove from the fire, and cool in convenient dishes (not tin). In a glass jar it can be kept for months.

## How to Use It.

*To Clean Kid Gloves.*—Put a glove on the hand, dip a soft flannel cloth into the paste, and rub over the soiled parts.

*To Remove Ink Stains from Carpets.*—Take up some of the paste with a clean scrubbing brush and scrub out the stain, rinsing off with clear water, slightly warm. This should be done as soon as possible after the stain is made.

"Ivory" Paste may also be used with great success for cleaning patent leather, enamel leather and russet shoes; canvas shoes; also for white kid and satin slippers.

"Ivory" Paste is also of value in cleaning men's coat and overcoat collars which have become soiled. Apply the paste lightly and quickly with a clean rag or brush, removing it with another clean rag.

The kitchen may be made a pride
And appetize those friends who view it;
Good rules of order, well applied,
And use of Ivory Soap will do it.

MRS. A. JENNESS MILLER, the popular lecturer and writer on health and its relation to beauty, in one of her valuable publications says:

"Any woman of refinement, did she know it, would refuse to use a soap made from rancid grease for washing her dishes and kitchen utensils. Yet many common soaps are made from the most unclean fats and are used in refined homes through ignorance of their objectionable qualities. It is safer always to use the soap that bears a name and stamp the guarantee of good quality. It is especially important that what is used upon a living tissue, like the skin, should be pure and sweet. Ivory Soap, because made from clean vegetable oils, may be safely used upon the skin, in the laundry for washing the most delicate laces and fabrics, and for cleaning purposes generally where excellence and economy are desired."

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